

IMPORTANT INFORMATION

Concordia University

- Open house: Sat, Oct 20, 2018
- Deadline for the Fall 2019 term applications: March 1, 2019
- Deadline for the Winter 2020 term applications: November 1, 2019

McGill University

- Open house: Sun, Oct 21, 2018
- Deadline for the Fall 2019 term applications: March 1, 2019
- Deadline for the Winter 2020 term applications: November 1, 2019

UQAM

- Open house: Sat, Nov 3, 2018
- Deadline for the Fall 2019 term applications: March 1, 2019
- Deadling for the Winter 2020 term applications: November 1, 2019

The TJDC

The TAV Times is currently looking for students for the following positions:

- Photographer
- Digital illustration artist
- News Writers
- Social Media Coordinator

TAV College

Need to contact someone?

- Main Office
tavoffice@gmail.com

- Academic Dean
elimeroz@gmail.com

- TAV Clubs
tjdc@tav.ca

- English Help Center
cymbalistgary@gmail.com

Tuesday, 12 - 12:30, Room A610,
4:30 - 6:00, Room A406
Thursday, 12 - 1:00 Room A610
4:00 - 6:00 Room, A202

*The EHC does not proofread or correct assignments. It is for assistance with reading and writing only.

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October 2018

THE TAV TIMES

TAV College
tjdc@tav.ca
tavtimes.com

TAV College is expanding it's campus. Here is everything you need to know

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ALSO AVAILABLE ONLINE: WWW.THETAVTIMES.COM



Produced by the TAV College
Journalism and Design Club.

MEET OUR TEAM

Write to the TJDC:
tjdc@gtav.ca

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Justin Hand-Gregory
Editor-In-Chief / Project Manager

Produced by the TAV College
journalism and design club



Graphic design by
Justin Hand-Gregory

Message From the Editor

It is my pleasure to serve as TAV College's first, of hopefully many, editor-in-chief of the TAV Times news magazine. My objective with this news magazine is to create a reputable media source that the students, faculty and the surrounding community of TAV College may use to gain insightful information, as well as be entertained.

Although this news magazine is written by students, which could leave room for human error, a strong, well sourced reputation for this news magazine is what I will strive for. You as a reader can be certain that the information you are reading is indeed correct and has been fact checked and reviewed. If at any time you do find a major error, it would be appreciated of you to contact us so that we may take immediate action.

"You as a reader can be certain that the information you are reading is indeed correct"

The contents of the news magazine has been divided into unique sections. As the editor, I would like to act as your "tour guide" and take you through what you could expect from each section. The sections have been well pondered upon and selected for their relevance to the college, as well as amount of content that is able to be written about it.

TAV and Community: This section is quite probably the most general section of all; It is reserved for any and all news relating to TAV College or the geographic area surrounding the institution. You will find articles about significant people, events, places, etc. all revolving around the above mentioned topics.

Creative: This section will be geared towards an almost endless possibility of article topics. This section will steer clear of "hard news" and simply give readers entertaining literature, that may stimulate or frustrate their mind. Also, it may serve as an outlet to anyone who is interested in submitting their creative writing.

Science: This section is quite self explanatory.

It will cover a vast array of topics relating to the sciences both here at TAV College and on a global scale. A small section titled "Science Explained" will be published in each article, which will explain, with more simple vocabulary, the scientific explanations of various phenomena.

Editorials: This section will cover the writer's opinion on the topic they have chosen. The articles will present an argument, the opposing argument(s) and finally, will allow the reader to come to a conclusion. I should mention that if a reader would like to send the TAV Times a rebuttaled commentary on an editorial they have read, they may do so by e-mail: tjdc@tav.ca.

Lifestyle: This section will cover the topics that affect our daily lives and will deliver some insight on the luxuries of being a human being. You may come across articles based upon the topics which include, but are not limited to: Food and beverage, film, music, live performance, health and fitness. These articles may be written in the form of a review, or simply that of a creative writing piece.

As the editor of the news magazine, I am very open to suggestions from our readers. Therefore, if you have any, please communicate them to me and to us (the writers). As an example, you may want the news magazine to incorporate a new section for articles, or inform us that the layout is confusing and misguided. Nonetheless, suggestions for improvement are always welcome.

This project was started by TAV College to give it's students and young writers a professional experience. The experience these writers gain could be an excellent example used in a university portfolio. With that being said, I speak to any student reader who has something they wish to say,

"I speak to any student reader who has something they wish to say"

come join your college news magazine and express that opinion to others!

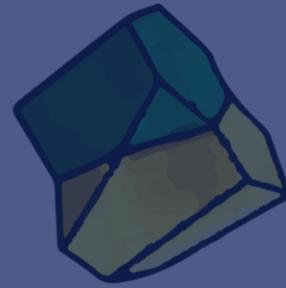
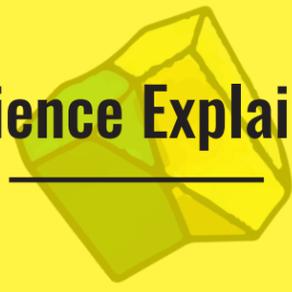
Justin Hand-Gregory
Editor-In-Chief - Project Manager

MONTREAL'S BEST HEAVY METAL

LANCEMENT D'ALBUM
AGAINST THE WORLD
THE FALLEN CROW VIRGINIA
PRIMITIVE BLUE
20 OCTOBRE 2018
PORTES 19H30 // SHOW 20H
LE MINISTÈRE 4521 ST LAURENT BLVD. MONTREAL
BILLETS DISPONIBLES EN LIGNE
WWW.THEFALLENCROW.COM/SHOWS



Science Explained



Meet Geometry's Newest Shape: The "Scutoid"

Eden Augmezguine

You're probably familiar with the geometric shapes you learned in school: Circles, triangles, squares, and the like. These are the shapes that make up the world around us, and we encounter them every single day. Some of the shapes that make us up though, can be downright bizarre.

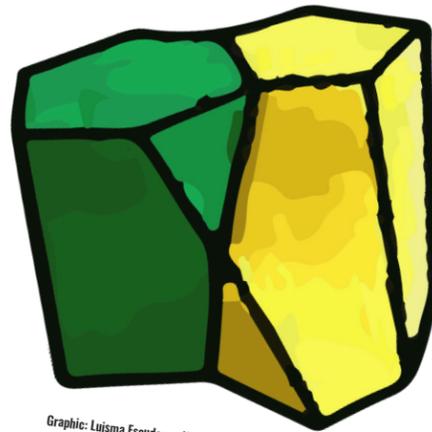
Researchers at the University of Seville in Spain have recently discovered the existence of a new shape: The scutoid, (phonetically pronounced SCOO-toid). The new shape was discovered while studying epithelial cells. Epithelial cells are the body's natural barriers, protecting your insides and your out. Your skin is made of them and they also line your throat, intestines, organs, and blood vessels. Epithelial cells have to be tightly packed in order to form an effective shield. They also have to be shaped in a way that allows them to stick together when various tissues and organs begin to twist and curve. Scutoids' unique shape allows groups of cells to remain packed tightly while still being able to bend.

On a completely flat surface, prisms have no trouble staying squeezed together. However, the human body has almost no flat surfaces! Until now,

scientists thought that epithelial cells were shaped like frustums. (A frustum is a prism with two flat bases, one wider than the other.)

The researchers used a computer program to figure out what happens to epithelial cells in curved tissue and discovered that what actually happened was not what they expected. As the cells stretched, they also developed a flat, triangular surface along one side. Imagine you have a prism-shaped tent. It has a pentagonal roof and floor and zippers down all five sides where two points meet. You unzip one side from the bottom and fold the flaps back so that they form a triangle. The tent floor is now a hexagon. If you find that hard to visualize, don't worry! The research team also had trouble, until one of them made a clay model with his daughter. The researchers weren't sure what to call this new shape. They asked mathematicians, who told them that they weren't sure either; This was a geometric shape that they had no idea existed! The scientists were able to confirm the existence of scutoids by studying fruit flies and zebrafish.

Now that we have a better understanding of how epithelial cells arrange themselves, this paves the way for potentially exciting advances in medicine and the growth of artificial organs. "We believe that this is a major breakthrough in many ways," says Luis Escudero, one of the researchers. "We are convinced that there are more implications that we are trying to understand as we speak." Welcome to the world scutoids.



Graphic: Luísa Escudero - Universidad de Sevilla

Scoo-Toid

Graphic: Justin Hand-Gregory

Are the Days of Traditional Marketing Dead?

Bishal Pandey

Marketing is both art and science, and this definition holds true in the case of digital marketing, although the definition is still debatable when compared to traditional marketing. Digital Marketing is an art. Today's brands understand consumer behaviors, matches your personality with goods and attempts to create a wonderful experience for their target audiences based on research. It is truly all about the creativity in developing content and designs that please the consumers' eyes and ears.

We can't deny the fact that creativity, marketing campaigns and consumer experiences are irrelevant if it's not developed by research, measured by numbers and backed by data. It's like a protocol in the industry of digital marketing: Any campaigns can only be developed if it has been researched and measured prior to being launched on the web. The main area where digital marketing takes a lead over traditional marketing is: We can not only measure the campaigns, but make predictive analyses and redress the entire campaign quickly if it does not seem to be working successfully. This can be done before adding more investments, due to the analysis of real time results. Hence, digital marketing is also a science; the science of prediction and result analysis of data, which is generated through digital mediums.

With the evolution of the Internet and the advancements made in digital marketing, we have seen more numbers of start-ups than what we saw ten years ago. Also, these startups can now easily operate internationally. Whether it is Uber, Quora or a personal YouTube channel, digital marketing has given successful potential to every single

individual, business or brand as you can now target specific age ranges, genders and locations. Also, startups now have more leverage and are becoming rapidly successful due to their digital marketing strategies, which is much more cost effective than traditional marketing. A startup in today's market has the potential to compete with many brands and businesses regardless of their size. The beauty of digital marketing is consumers ultimately get to decide how they want content to be delivered, for example, via e-mails, blogs, videos, apps, newsletters or digital flyers.

"The beauty of digital marketing is consumers ultimately get to decide how they want content to be delivered"

Traditional marketing was more like a "hit or miss" method where marketing specialists struggled to under consumer behaviors and just kept pushing television advertisements, radio jingles, banner ads, posters, physical flyers, etc. in hopes of increased sales. Marketing departments were spending a lot of money, however, and no one knew where the revenue was exactly coming from. It was difficult to measure the "marketing vehicle" (medium used to advertise the message, i.e. television, radio, print.) output in numbers, which is essentially what Google Analytics does now as an example. A phrase by John Wanamaker (a successful U.S business personality) accurately summarizes this argument, "Half the money I spend on advertising is wasted, the trouble is, I

don't know which half".

The major drawback with traditional marketing is its interaction with brands, however, the digital world has made this possible. Currently, brands try to encourage you to interact with them, in real-time and then they take action. Brands now follow the "purchase funnel" concept which is: They build awareness, engage consumers and make consumers interact with the business. By using marketing tricks such as: "Open door" feedback, excellent customer support and adequate room for referrals and advocacy, a two way communication stream has developed, which is the backbone of digital marketing.

Does this mean we should completely neglect traditional marketing? Not necessarily, we are humans! Human touch, sympathy, empathy and all common forms of "humanization" are what humans search for. The digital world has made people feel more isolated and alone than ever before. Homes are silent in the evening and the dining table no longer brings forth discussion and happiness after a long, tiring day. The issues of loneliness, on a global scale, are getting serious. In fact, the UK government announced in January of 2018 that they will be appointing a new "Minister of Loneliness." The British prime minister said in a press release, "As the minister of loneliness, (Tracey) Crouch will be tasked with working with the Jo Cox Commission on Loneliness, businesses and charities to raise awareness about loneliness and isolation and create a government strategy to combat it." source: CTV News

According to neuroscience research, certain advertisements offer

special connectivity with our brain. A study sponsored by Canada Post and performed by the neuro-marketing firm "True Impact" stated that when consumers were asked to recite the brand/company name of the advertisement they saw, recall was 70% higher for the participants exposed to direct/physical advertisements, as opposed to digital. However, the situations remains: Consumers are shifting from paper to screens and offline to online. Therefore, the conclusion may be to have a "Best of both worlds" approach to marketing, offering both traditional and digital forms of marketing.

The more brands steer towards a "humanization" approach, the more trust and sense of association consumers will have with the brand. Digital marketing is constantly evolving and research into this field is becoming more popular. Marketing managers use to have sleepless nights the day before an advertisement release, knowing that if it fails, there is no way back. However, in our new, digital world, digital coupons and offers can be shared within a click, videos can go viral overnight and engagement with the ads can be observed in real-time, putting the marketing team at ease. This is the power of digital marketing. We have come to point in time where advertising is no longer a guessing game, but a calculated and strategic plan that can be easily edited, withdrawn or retargeted, crowning digital marketing incomparable to traditional.

Photo: PhotoMIXCompany, pixabay.com

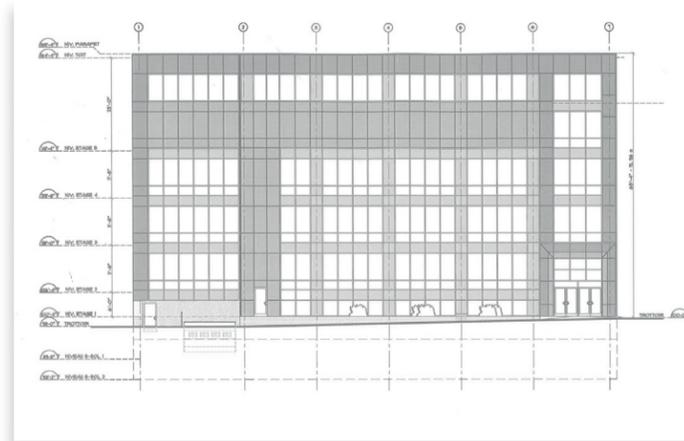
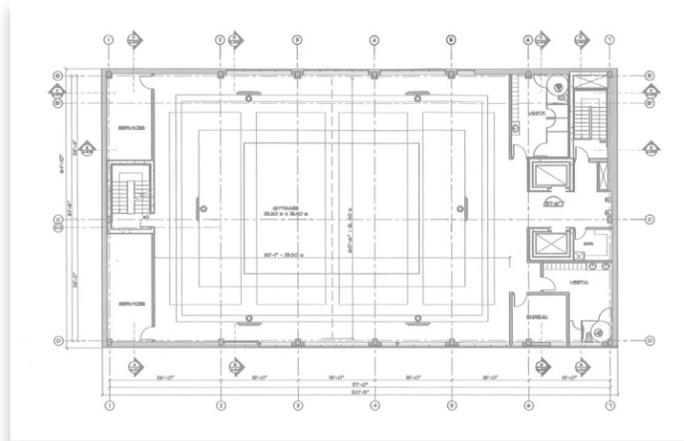




Photo: Justin Hand-Gregory
Eli Meroz (Academic Dean) discusses building plans with the architect in charge.

Fifth floor gymnasium drafting.
Photos: Courtesy of TAV College

Frontal-exterior drafting of the new building.



Second 3D computer generated rendering of the new building.

TAV College to expand it's campus by 2020

Page 8

Justin Hand-Gregory

It has been announced by the administration of TAV College that the institution will be having a new structure built at 5995 Decarie Boulevard to expand the college's campus. "With a consistently growing number of annual student enrollment, the board of directors of TAV College has decided to purchase land nearby and build more space for the college to grow for years to come." said Eli Meroz, Director of Studies. The new building will finally have some very exciting features that students have been demanding for years.

The fifth floor will be entirely devoted to a gymnasium! The space will be perfect for many different sports, including: Basketball, floor hockey, badminton, soccer, volleyball, etc. The college will also eventually be looking in to forming college level sports teams that would compete with other Montreal colleges. The street level floor will be a state-of-the-art library and study hall with brand new computers and lavish interior design, according to Meroz. The library will not necessarily be devoted to traditional stock, i.e. books and literature. Instead, it will take on a more contemporary style and depend on technology as the main highlight for the information space. The other floors will be devoted to brand new classrooms with the newest technologies and teaching equipment, as well as office space to accommodate more and more teaching and administrative staff.

"Although the building is planned to

be completed and ready to use by the Fall of twenty-twenty, you never know which types of problems you will run into along the way," said Meroz during an interview. TAV is now in the process of designing the new building, as well as negotiating the designs with city officials. Meroz states that the design for the building has already undergone four redesigns due to city regulations and engineering suggestions. Also, the current building sitting at 5995 Decarie had to undergo a "heritage site" investigation to determine if the structure was of any significance to Quebec/Canadian history. Luckily for the college, the site was not deemed a heritage site and could be therefore demolished, however, the city is insisting that the new building pay homage to the old and retain some of its features. The building currently at 5995 Decarie was, at once, a bank and eventually a police station, finally it will now be the new home of TAV College. Despite all the complications with the project, the director is confident that the new building will be ready to use by the expected completion date.

TAV currently has over nine hundred and fifty enrolled students and according to Meroz is expected to have well over one thousand two hundred by the time the new campus is ready. With that being said, the college is looking into

expanding it's programs to attract larger numbers of enrollment. "We currently have two new and very exciting programs at TAV: A social sciences program, as well as a coding program in which students are guaranteed employment upon graduation," states Meroz. The social sciences option is a two year DEC program geared towards students who are searching for a program that touches on many different fields of study, which prepares the students for many possible university paths. The coding program is a six month training intensive that has a partnership with a company entitled Shorify, which guarantees students (who have achieved a seventy five percent or more average) a job upon completion of the course. According to the director, the college will be eagerly looking into more partnerships with corporations for it's students such as this program has done.

The future of TAV College is definitely an exciting one, however; it is full of unpredictability. The institution is in a constant state of change and innovation. The new building will not only create job opportunities for some twenty plus teachers and instructors, but will allow hundreds of new students to achieve their academic goals. It is inevitable that one day TAV will be competing against larger, reputable institutions such as Dawson College, or Vanier.



See the official blueprints on our website!
www.tavtimes.com

Third 3D computer rendering of the new building.
Photo: Courtesy, TAV College

In the Spotlight: What are TAV teachers up to on their spare time?

Justin Hand-Gregory

This article features TAV College digital media instructor Jonathan Wilansky. Jonathan's interests extend far beyond the classroom. When he is not teaching at TAV, he can be found in other classrooms, learning! As well as adventuring outdoors, on the musical stage, working on something creative, or behind a computer attempting to help save the world.

Before working at TAV, Jonathan earned a Bachelor of Computer Science at Concordia, and a Master of Arts in Music Technology at McGill. His thesis combined elements of music, electronics, data visualization and software development.

Music was Jonathan's first truly artistic passion. He's been active musically since high school and continues playing in a band today! He first started as the band's drummer, but after injuring his wrist in 2016, he stopped playing and established a new role as the band manager. He has since returned to playing as a rhythm guitarist.

However, art wasn't always a part of his life. His childhood and teenage years were saturated with sports, and it was only until his interests in graphic design and animated movies that led him to the Computation Arts program at Concordia University. The program was a double major through Fine Arts and Computer Science, and that's where he discovered a whole new dimension to art that he was never even aware of. Now, he enjoys using his spare time to be creative, however that may be. He's always working on a creative project, from handmade to computer art, and even 3D printing! He considers it a hobby, for fun, mental stimulation and as a creative outlet. His favourite (and most random) is a functional, giant Nintendo controller that requires two people to operate. Currently he is working on a recycled art project he calls "CDnimals", where he takes unwanted CDs, breaks them to pieces, and crafts them into miniature animal-like figures. "I was never a natural at creating things from scratch, like drawing or painting, but I was very good at breaking things" he jokes. He

believes this CD project hits on something relevant to society today, commenting on the "endless amount of outdated technology that have no means to be recycled". This project shows people that 'trash' can be reused and made into something beautiful, but more importantly, helps to spread the message of responsibility to protect our environment. If you've ever had a class with Jonathan, then you know he cares about the environment! It's been an important subject to him ever since his days studying Natural Science in Cegep. What could make this teacher particularly unique at TAV College is that he is also a student! On top of teaching at TAV, Jonathan recently started pursuing another Bachelor's degree in Environmental Science at Concordia University. He stressed that he, and other people he knows, from Canada's west coast, all the way to Africa, have begun to experience the negative impacts of climate change. These are first hand-things he learned about theoretically many years back. This has motivated him to return to school in an effort to incite change.

In an effort to inspire people, he claims that our love and admiration for the natural world is inherently human, but our lifestyles have been constructed to alienate ourselves from it. Jonathan put it well in that when you see a beautiful sunset, or when you reach the peak of the mountain, anyone will naturally look at the view and feel a sense of euphoria; No matter who you are. It is moments like these that are important to have as human beings, yet increasingly difficult to fit into our modern lives. People such as Jonathan have decided to spread awareness about the reality of climate change. When discussing environmental issues, Jonathan stated that it's easy to feel overwhelmed, but not to be discouraged because more and more people care about the state of the planet, and more and more people want to live sustainably—not only to avoid problems, but because they see the deeper value and benefit

This issue's teacher:
Jonathan Wilansky

it adds to our lives. He believes awareness is key, and it's only a matter of time before people are ready to embrace sustainability and that technology permits it.

This teacher is an outstanding role model who is not only showing people that it is never too late to return to school, but also he is taking action on issues that he covers and discusses in his own classroom. It is easy to talk the talk, but it is not so easy to walk the walk, however, Mr. W is certainly doing just that. Jonathan welcomes any students or faculty members who wish to collaborate with him on creative projects, or even just to say hi and share your thoughts.



Photo: Jonathan Wilansky

A Word to the Wise

Justin Hand-Gregory

Photo: Justin Hand-Gregory

It's funny how our world works. If you're not careful, you become dispensable, so we all desperately try to work towards over achieving and constantly presenting our "best selves". Social media has made this true, ten fold. We cast a shadow of the person we want the world to perceive us as. But then you say, "I don't use social media". However, do you not get up each day and try to be the best version of yourself? At least, that's what most self-help books tell you to do. Do you not purchase new clothing because it makes you feel good? For some, they truly believe that the purchasing of new attire will raise their social status and tell the world that they can not only afford this new attire, but they possess the newest fashion trend.

It was in a college English classroom where I was first asked the question and then introduced to the short story; The question and story revolved around the same idea. The question our teacher asked us was, "Who here just wants to be average?" Inevitably, in a classroom, with such a provocative question raised, we all scanned the room to observe who was daring enough to raise their hand and send a signal to their peers that they did not have the motivation to overachieve, to "make something of themselves". In the moment, we all froze and pondered the question. Many of us had either never been asked that before and therefore never invested any true thought into the matter, or we simply couldn't comprehend what the question was truly asking. Nevertheless, I never forgot about the question, much like the protagonist in the short story "I Just Wanna Be Average" that we read immediately after this baffling question was asked.

The reason the question was so shocking was because it is something that completely goes against everything many of us are taught almost from birth. We are unwillingly born into an atmosphere of competition; An arena for the survival of the fittest. We idolize the successful and pity the poor. We are hardwired to

believe that if you have not spent countless, sleepless nights bashing your head against a table trying to produce "scholarly" content, you are just trying to be average. If you have not worked towards something so hard you make yourself physically ill, you are not trying hard enough. We want to make our parents and our grandparents and our children proud. However, most importantly, we want to ensure that when we no longer walk the Earth, our names are still said aloud; we fantasize about it being said by many. But, is being average really so bad?

When Mike Rose wrote "I Just Wanna Be Average," he was onto something. However, the short story was published in 1989 and with that being said, a lot has changed, my fear is that it has not changed for the better. With the rise of social medias, new medias and the job market diminishing, it's a wonder how any adolescent breathes, let alone fights to be on top. Those who do not attempt to push themselves beyond their very own boundaries are labeled. The thought of an unsuccessful life is imagined as an unhappy one. Some travel the world not to put their curiosities at rest, but to demonstrate just how unaverage they are.

But who then will be content with life's purposes that aren't classified as "above average" purposes? What is the key? What is the secret to being content with being "just average"? What if we all realized that we are just average. The argument would be that they build monuments for those who denied the label of "average" and for those individuals who are content with the label, are forgotten. Well to paraphrase what I believe Mike Rose was attempting to propose as a conclusion: Some of us may never be more than average to the world. However, this should be the most insignificant aspect of your life. Be above average in your own mind.



Making beauty
out of 'trash'



Create,
Collaborate,
Admire.



Check out
<http://www.cdnimals.com/>



Are you a TAV student and really good at digital illustrations?

Join the TJDC!

We are currently looking for a digital illustrator to create various graphics to accompany our articles. Would not take too much of our time and would give you great experience!

Send us a sample of your work for consideration via e-mail: tjdc@tav.ca

